Strategic Community Engagement and Ticket Sales Blueprint for the Ultimate Beach Volleyball Showdown

Identifying Gatekeepers:

Mayor of Due West: The Mayor is a pivotal gatekeeper because of their influential position within the local government and their ability to sway public opinion and mobilize city resources towards the event. The mayor's endorsement can also enhance community pride and facilitate logistical support, making the event a highlight of the city's social calendar.

Executive Director of the Due West Chamber of Commerce: As an advocate for local businesses, the Executive Director can bridge the event with local business activity, ensuring businesses benefit from the influx of visitors. Their support can also amplify event marketing through the Chamber's network, encouraging local businesses to participate in event promotions and special offers.

Ticket Selling Strategy

Advance Ticket Sales Timing:

Ticket sales begin two months prior to the event date, July 15, 2024. This timeline allows ample time for marketing momentum while maintaining a sense of urgency. Early sales will help gauge demand and cover some pre-event expenses.

Methods to Sell Tickets:

Online Sales: Use the event's official website and platforms like www.SpikeItUpVolleyball.com for convenience and broad reach. Online sales cater to a tech-savvy audience and allow easy social media sharing.

Local Box Office and Partner Businesses: Establish a physical ticket sales point at Due West College and partner with local businesses like ALDI and Publix. This strategy supports local trade and offers an alternative for those who prefer in-person transactions.

Techniques for Sluggish Sales:

Reduction of Inventory: If necessary, sections of the venue with less desirable views can be closed off to consolidate attendees into more filled areas, enhancing the event's atmosphere.

Complimentary Ticket Distribution Strategy: As a last resort, complimentary tickets may be distributed to local community groups, sponsors' employees, and students at Due West College to ensure a full-looking venue and stimulate on-site concessions and merchandise sales.

Rationale for Decisions

Choosing influential gatekeepers like the Mayor and the Chamber of Commerce's Executive Director ensures broad community support and integrates the event into the local market and culture.

The dual approach to ticket sales (online and physical) accommodates diverse preferences in the community, ensuring ease of access for all potential attendees.

The strategies for addressing slow ticket sales aim to maintain the event's vibrancy and financial viability, ensuring that it remains an attractive proposition for attendees, sponsors, and the local community.